

A COSMETICS CONSUMPTION PATTERN AND THE USAGE AMONG WOMEN

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ABSTRACT

This research study is about the usage of cosmetic products among women. Ex post facto research design was used for this study and total of 120 women respondents who are using cosmetics were randomly selected from Hyderabad city. A self - developed questionnaire was used to elucidate the information. It was found that the majority of the respondents were using more skin and hair care products to get glowing skin, to feel better, to improve their self-image and to look young. Since respondents want to maintain their self- image and youthfulness they are mostly going with brand hair care, skin care and eye care products. Before purchasing of skin and hair care products majority of the respondents are collecting information. This shows that respondents want to verify the product's quality, cost and its effect on their beauty before the purchase of any cosmetics.

KEYWORDS: Cosmetics, Type, Frequency, Brand & Self-Image

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INTRODUCTION

Over the years, the cosmetic products produced, consumption/ usage has been increasing rapidly due to the increase in beauty consciousness among consumers in a rapidly changing world. Over the years consumers are more aware about the different type of cosmetic products like skin care products, hair care products, nail care products, eye care products and lip care products. Cosmetics are substances or products used to enhance or alter the appearance of the face or fragrance and texture of the body. Cosmetics are the products designed to cleanse, protect and change the appearance of external parts of our bodies.

Brand, quality and price are now a day's making consumers to choose good cosmetic products. Consumers get satisfied with good brand products. Some uneducated consumers remember the product with the help of the logo or symbol and consumers are remembering about the product for a long time and after using the same brand after satisfying they tend to maintain brand loyalty.

In this study cosmetics were classified into five categories (1) Skin care, (2) Hair care, (3) Lip care, (4) Eye care and (5) Nail care. It also studies the use, purchasing patterns, brand preference among women.

MATERIAL AND METHODS

Ex post facto research design was used for this study and a total of 120 women respondents who are using cosmetics were randomly selected from Hyderabad city and 60 respondents belonged to the age group of 20-40 and another 60 belonged to the age group of 40-60 years. The simple random sampling technique was adopted for selecting the sample. To elucidate the information self-developed questionnaire was administrated. The data were analyzed by using frequencies and percentages.

RESULTS AND DISCUSSIONS

Cosmetics Usage among Women

Skin Care

The table 1 revealed that the majority of respondents have used face powder as they even out the skin tone, makes makeup lasts longer, absorbs oil and fixes makeup and it is applied to the face to minimize shining caused by oily skin. As the respondents were mostly students and unemployed, the use of fairness cream, moisturizers and face wash was more. Most of them are dependent (do not earn) so, they might not afford to purchase blushers and facial masks.

Hair Care

Regarding the usage of hair care products, it was found that most of the respondents used hair oil (98.33%) followed by shampoos (95.83%) and conditioners (59.16%) because they believe that hair oil and shampoos are the great hair health boosters. The hair oil protects the hair and makes it smoother, softer and less frizzy. Shampoo removes excess sebum along with all the undesirables that were trapped in the hair. Thirty-seven percent of the respondents had used hair colorant. The least used hair care products were hair spray (9.16%) and hair gel (11.66%).

Table 1: Distribution of Respondents Based on the Use of Cosmetics (n=120)

Cosmetics	Frequency (%)
Skin Care	
Face powder	111 (92.50)
Fairness cream	82 (68.33)
Moisturizer	82 (68.33)
Face wash	75 (62.50)
Sunscreen lotion	58 (48.33)
Foundation cream	34 (28.33)
Cleansers	28 (23.33)
Massage oil	24 (20.00)
Facial masks	23 (19.16)
Blushers	20 (16.66)
Anti-aging cream	16 (13.33)
Hair Care	
Hair oil	118 (98.33)
Shampoos	115 (95.83)
Conditioners	71 (59.16)
Hair colorant (dyes)	44 (36.66)
Hair gel	14 (11.66)
Hair spray	11 (9.16)
Lip Care	
Lip balm	72 (60.00)
Lip stick	48 (40.00)

Table 1 Contd.,	
Lip gloss	39 (32.50)
Lip liner	23 (19.16)
Eye Care	
Eye liner	62 (51.66)
Mascara	44 (36.66)
Eyebrow pencil	38 (31.66)
Eye shadow	17 (14.16)
Eye cream	4 (3.33)
Nail Care	
Nail paint	77 (64.16)
Nail paint remover	48 (40.00)
Nail decorator	25 (20.83)

Lip Care

Most of the respondents used lip balms, lipstick and lip gloss to moisturize and relieve chapped or dry lips. As the respondents are economically, dependent they might have preferred to use lip balm rather than lipstick or lip-gloss or lip liner costs more than a lip balm. Least used lip care product was a lip liner (20%), as shown in the Table 1.

Eye Care

Majority of the respondents used eyeliner followed by mascara (36.66%) and eyebrow pencil (31.66 %). Eye shadow (14.16%) and eye cream (3.33%) were the less used eye care products, as shown in the Table 1.

Nail Care

Nail paint and nail polish removers are used modestly and nail decorator was least used due to their low affordability.

The Purpose of Using Cosmetics

Most of the respondents were using skin care products to get glowing skin, better feeling (43.33%), suitability to skin type (39.16%), improving self-image (37.50%) and to look young. It was reported that the majority of respondents were using face powder to get glowing skin, followed by, to get better feeling, to look younger and to improve self-image. The reasons quoted for using hair care products were to feel better (44.16%), to look younger (40.83%), improving self-image (31.66%) and being fashionable (30%). Eye care products were used by one third of respondents to feel better. Nearly one third of the respondents had quoted the reasons for using nail care products as to improve self-image, being fashionable (29.16%) and to feel better (2.83%). The results obtained were, in accordance with, the results of the study conducted by Sabharwal *et al.* (2014) stated that improving the skin was the major reason for the use of cosmetic products followed by personal hygiene

Table 2: Distribution of Respondents Based on the Purpose of Using Cosmetics (n=120)

Purposes	Skin Care	Hair Care	Eye Care	Lip Care	Nail Care
	F (%)	F (%)	F (%)	F (%)	F (%)
Facial care/glowing skin	78 (65.00)	-	5 (4.16)	3 (2.50)	-
Occupational requirement	23 (19.16)	23 (19.16)	12 (10.00)	11 (9.16)	7 (5.83)
To look Young	43 (35.83)	49 (40.83)	21 (17.50)	23 (19.16)	18 (15.00)
Improving self Image	45 (37.50)	38 (31.66)	21 (17.50)	37 (30.83)	36 (30.00)

Table 2 Contd.,					
Better feeling	52 (43.33)	53 (44.16)	37 (30.83)	39 (32.5)	31 (25.83)
Medical purpose	21 (17.50)	20 (16.66)	12 (10.00)	21 (17.50)	6 (5.00)
Suiting to skin type	47 (39.16)	25 (20.83)	15 (12.50)	17 (14.16)	20 (16.66)
Previous usage results	24 (20.00)	18 (15.00)	10 (8.33)	15 (12.50)	12 (10.00)
Being fashionable	30 (25.00)	36 (30.00)	33 (27.50)	28 (23.33)	35 (29.16)

The Purchase Pattern of the Respondents with Reference to Cosmetics

It was found that around ninety seven percent of respondents were aware about the skin care and hair care products which are available in the market. Seventy six percent of the respondents were aware of the lip care products, followed by eye care (70.00%) and nail care (69.16%) products in the market. Similar results were found with Priyanga and Krishnaveni (2015) that the majority of the respondents were aware of the different brands, which are available in the market.

Awareness about Cosmetics

Respondents were aware of the cosmetic products may be due to the more exposure about cosmetic products through media, advertisements, online advertisements, monthly or weekly magazines which give information about the cosmetic products.

Table 3: Distribution of Respondents Based on their Awareness about Cosmetic Products (n=120)

Cosmetic Products	F	%
Skin care	119	99.16
Hair care	119	99.16
Lip care	91	75.83
Eye care	84	70.00
Nail care	83	69.16

Type of Cosmetics Purchased

Regarding skin care products majority has preferred Ayurvedic (53.33%), chemical (35.83%) followed by Herbal based ones (31.66%). Herbal hair care products were more preferred (50%) followed by Ayurvedic (47.50%) and chemical (34.16%) in case of hair care products. Regarding eye and lip care products nearly one third of the respondents had purchased chemical products. About 45 percent of the respondents have preferred chemical based nail care products. Kajapriya and Surya (2015) in their study found that most of the respondents had preferred Ayurvedic and Chemical cosmetic products.

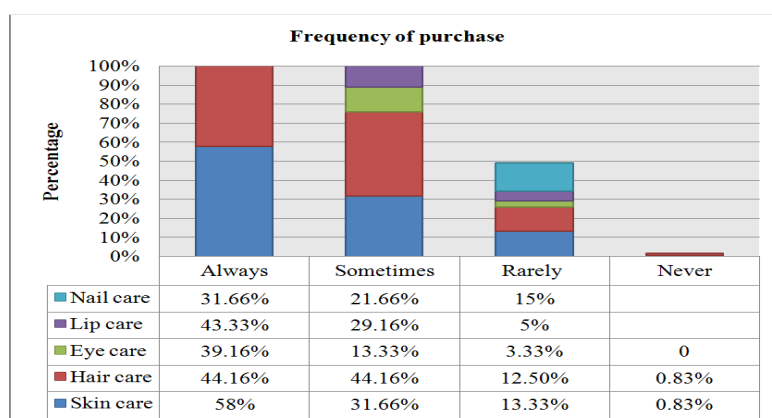
Ayurvedic and herbal based products are mostly preferred by the respondents may be due to the natural material used to prepare them, which may not have any side effects or after effect to the respondents. Chemical based products are being used minimally may be due to their after effects like skin burns, itchy skin, hair fall, pimples on face, blackheads, so on. Homeopathy based products are used to the least may be due to the long time taken to show the results. Organic based products are the new products, which are expensive for the dependent respondents of the study.

Table 4: Distribution of Respondents Based on the Type of Cosmetic Products Purchased (n=120)

Cosmetic products	Skin Care	Hair Care	Eye Care	Lip Care	Nail Care
	F (%)	F (%)	F (%)	F (%)	F (%)
Ayurvedic	64 (53.33)	57 (47.50)	32 (26.66)	34 (28.33)	23 (19.16)
Chemical	43 (35.83)	41 (34.16)	41 (34.16)	45 (37.50)	54 (45.00)
Homeopathic	20 (16.66)	18 (15.00)	15 (12.50)	14 (11.66)	8 (6.66)
Herbal	38 (31.66)	60 (50.00)	28 (23.33)	25 (20.83)	16 (13.33)
Organic	29 (24.16)	25 (20.83)	21 (17.50)	24 (20.00)	13 (10.83)

Frequency of Purchase of Branded Cosmetics

It revealed that fifty-six percent of the skin care users always purchased branded skin care products, hair care (44.16%), lip care (43.33%) and nail care (31.66%) and very negligible number of respondents had said they never purchased branded cosmetic products. Similar results were found in Priyanga and Krishnaveni (2015) study.

**Figure 1: Distribution of Respondents Based on Frequency of Purchase of Branded Cosmetic Products (n=120)**

Frequency of Collecting Information about Cosmetics

Majority of (55%) the respondents always collected information before they purchased skin care products, followed by hair care (47.5%) and eye care (40%). Thirty-eight percent of the lip care and nail care (28.33%) also collected the information always before they made a purchase decision. Very few lip and eye care users very rarely collected information

Table 5: Distribution of Respondents Based on the Collection of Information about Cosmetic Products (n=120)

Collection of Information	Skin Care	Hair Care	Eye Care	Lip Care	Nail Care
	F (%)	F (%)	F (%)	F (%)	F (%)
Always	66 (55.00)	57 (47.50)	48 (40.00)	46 (38.33)	34 (28.33)
Sometimes	36 (30.00)	47 (39.16)	25 (20.83)	35 (29.16)	25 (20.83)
Rarely	17 (14.16)	14 (11.66)	6 (5.00)	8 (6.66)	22 (18.33)
Not at all	2 (1.66)	2 (1.66)	3 (2.50)	2 (1.66)	1 (1.66)

The majority of the respondents always collected information regarding all categories of cosmetic products and few respondents had collected sometimes. The very negligible percentage had collected very rarely.

CONCLUSIONS

Compared to other countries, the 21st century is witnessing the rapid growth in cosmetics industries and also the consumers rise in the awareness towards cosmetics, which is leading overall growth in cosmetic industries. The purchasing and spending power among women is increasing due to women empowerment as they are working outside to be financially independent, thus became capable of purchasing cosmetics products. Both rural and urban area women are aware of different cosmetic brands. It was concluded that respondents were using more hair care products as well as skin care products, next preference, they are given to the lip care and eye care cosmetic products, may be less income of the respondents at a time they might not affordable all cosmetic products.

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